

This saves about an hour of precious time. It's very hard, with active children, waiting for class and leaving with two unhappy kids. -WIC Participant



#### What is wichealth.org?

wichealth.org is a secondary contact education method designed to provide WIC clients with an innovative, easy to use, and effective approach to impact nutritional behaviors.

#### What are the benefits?

- For WIC clients: easy, fun, convenient, saves time, and education material is targeted to their interest, needs, and readiness to change.
- For WIC staff: saves staff time, allows staff to follow-up with clients, and reinforces education using stage-appropriate information.

# What makes this learning approach unique?

- wichealth.org is driven by a virtual educator that includes an audio playback function.
- Education provided is based on the client's stage of readiness to change their behavior.

### Who can use wichealth.org

- Non high-risk, English and Spanish speaking WIC clients with infants and children ages 0-1 and pregnant and breastfeeding women.
- Clients with the ability to access the Internet from home, work, library, a friend's home, the WIC clinic or anywhere else they may have access.

# How does wichealth.org work?

- 1. Go to wichealth.org
- 2. Create an account and set up your profile.
- 3. Choose a lesson from one of the 5 categories.
- 4. Complete the lesson.
- 5. Fill out the survey.
- 6. Print or email your certification of completion.

## What do WIC staff need to do?

Determine if wichealth.org is appropriate for the client.

Provide the client with the wichealth.org client flyer and any other information specific to your clinic.

Remind the client to email the certificate to your agency or print it to bring to the next appointment. Use the information printed on the certificate of completion to guide follow-up visits.

## Lessons

## **Pregnant Women**

Food Safety for Moms-to-Be\*
A Recipe for a Healthy Pregnancy

### **Family**

Eat Well- Spend Less\* Steps To A Healthier Family\* Healthy Whole Grains\*

#### **Parents**

Be Healthy with Fruits and Veggies\* Be Healthy As Your Baby Grows\* Preparing For A Healthy Pregnancy\*

#### **Infants**

Starting to Feed Your Infant Solids\* Baby's First Cup\* Support for Breastfeeding Moms\*

## Children Ages 1-5

Make Meals & Snacks Simple\*
Secrets For Feeding Picky Eaters\*
Create Good Eating Habits In Your Child\*
Help Your Child Make Good Eating Choices\*
Trust Your Child To Eat Enough\*
Happy, Healthy, Active Children\*
Build Strong Kids with Dairy Foods\*
Fun and Healthy Drinks for Kids\*
Fruits and Veggies Grow Healthy Kids\*
Keep Your Family Safe From E.Coli\*

## Resources

## **Support Website for WIC Staff**

#### wichealthsupport.org

Allows staff to keep up with the ongoing enhancements and upgrades related to wichealth.org. Materials to assist with implementation and promotion materials are available to download including:

- Evaluation Reports
- · Implementation Materials
- · Marketing Materials

#### **Live Statistics**

#### stats.wichealth.org

Wichealth stats is a website that allows WIC staff to view live wichealth.org usage statistics by state.

## **Motivational Negotiation Tutorial**

#### wichealthmn.org

Self-instructional and interactive website designed as a training tool for WIC professionals to help them learn more about the stages of change, motivational negotiation skills and how motivational negotiation can be used within a WIC counseling setting. This training has been approved for 2.0 CPE hours for RDs/DTRs by the ADA CDR.

<sup>\*</sup>Available in Spanish